



WEWS

# ORDER

Flight Dates **10/15/12-10/23/12**

Contract / Revision      **314528 /**  
Original Date / Revision  
                          10/11/12    10/24/12  
Advertiser **Mandel / Republican / US Se**

Agency    **Strategic Media Placement**  
Buying Contact

**7669 Stagers Loop  
 Delaware, OH 43015**

Product  
**OH US SEN JOSH MANDEL 10.13-1**

Agency Com    15%  
Billing Contact

**7669 Stagers Loop  
 Delaware, OH 43015**

Sales Office    WEWSL  
Sales Region   LOC  
Agency Ref

Order Sep            00:30:00  
Estimate #          **2897**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A35+  
Rev Codes          POL           POL           CAND  
Product Codes   PL  
Priority               P-1  
Advertiser Ref

Primary Account Executive  
 WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 23975

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	38	\$20,378.75	\$23,975.00	0.00
<b>Totals</b>	<b>38</b>	<b>\$20,378.75</b>	<b>\$23,975.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/23/12	38	\$20,378.75	\$23,975.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/15/12	10/23/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	7	\$4,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$650.00		0.00						
Week:		10/22/12	10/28/12	MT-----	2		\$650.00		0.00						
N 2	WEWS	10/15/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00



WEWS

Print Date: 10/25/12

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Contract / Revision **314528** Flight Dates **10/15/12-10/23/12**

Hiatus Dates

Original Date / Revision 10/11/12/ 10/24/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2897**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WEWS	10/15/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$650.00	P-2	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTWTF--					5	\$650.00		0.00		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
N 3	WEWS	10/15/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$275.00	P-3	0.00 NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----					0	\$0.00		0.00		
Week:		10/22/12	10/28/12	MT-----					1	\$275.00		0.00		
N 4	WEWS	10/15/12	10/23/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	5	\$350.00	P-3	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTWTF--					1	\$350.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/15/12-10/21/12		M-F 11-12p			11a-12p	MTWThF----	:30	<del>(\$350.00)</del>		0.00 NM		
Credited														
[This money is being credit to cover a portion of WO # 303564]														
Week:		10/22/12	10/28/12	MT-----					1	\$350.00		0.00		
N 5	WEWS	10/15/12	10/23/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	5	\$1,000.00	P-2	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTWTF--					3	\$1,000.00		0.00		
Week:		10/22/12	10/28/12	MT-----					1	\$1,000.00		0.00		
N 6	WEWS	10/15/12	10/23/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	5	\$650.00	P-2	0.00 NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTWTF--					3	\$650.00		0.00		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
N 7	WEWS	10/15/12	10/23/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	1	\$200.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----					0	\$0.00		0.00		
Week:		10/22/12	10/28/12	MT-----					1	\$200.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/22/12-10/28/12		M-F 1-2p			1-2p	MT-----	:30	<del>(\$200.00)</del>		0.00 NM		
Credited														
[This money is being credit to cover a portion of WO # 303564]														
N 8	WEWS	10/15/12	10/23/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	5	\$1,000.00	P-2	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTWTF--					2	\$1,000.00		0.00		
Week:		10/22/12	10/28/12	MT-----					1	\$1,000.00		0.00		
N 9	WEWS	10/15/12	10/23/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	5	\$225.00	P-3	0.00 NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTWTF--					3	\$225.00		0.00		
Week:		10/22/12	10/28/12	MT-----					1	\$225.00		0.00		
N 10	WEWS	10/15/12	10/23/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	5	\$300.00	P-3	0.00 NM	7	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTWTF--					5	\$300.00		0.00		
Week:		10/22/12	10/28/12	MT-----					2	\$300.00		0.00		



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Contract / Revision     **314528**     Flight Dates **10/15/12-10/23/12**     Hiatus Dates  
Original Date / Revision   10/11/12/   10/24/12     Order Sep   00:30:00  
Advertiser   **Mandel / Republican / US S**   Product **OH US SEN JOSH MANDEL**   Estimate #   **2897**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 11	WEWS	10/15/12	10/23/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
7-730p The List															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		2				\$1,200.00		0.00			
Week:		10/22/12	10/28/12	MT-----		1				\$1,200.00		0.00			
														<b>Totals</b>	<b>38 \$23,975.00</b>